

# I Investigating the Impact of Sustainable Marketing Practices on Customer Loyalty Through the Mediating Role of the Brand Image

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## Abstract

The aim of this study was to investigate the effect of sustainable marketing practices on customer loyalty through the mediating role of brand image. This research is applied in terms of purpose and descriptive-survey in terms of data collection method. The statistical population of the study includes all customers of Parsian Bank in Tehran, whose sample size was determined based on Cochran's formula for unlimited communities (384 people). A standard questionnaire was used to collect data, in which the content validity and reliability of Cronbach's alpha were confirmed. Data analysis was performed using structural equation modeling method using Smart PLS software. Based on the research findings, it was found that sustainable marketing practices have a direct impact on customer loyalty, and its indirect impact was also confirmed through the mediating role of the brand image. The results of this study showed that cultural sustainability had the greatest impact on the brand image among other dimensions of sustainable marketing. Based on these results, managers and marketers of the banking industry can leave a more favorable image by applying sustainable marketing practices and ultimately achieve brand loyalty. For this purpose, the bank should strive to establish sustainable marketing as a belief and culture in the bank and Manifested in the daily activities of employees. It is also suggested that banks implement sustainable practices that are more important from the customers' point of view, which will ultimately lead to greater customer loyalty.

**Keywords:** Sustainable Marketing Practices, Customer Loyalty, Brand Image, Parsian Bank.